

**FLORIDA DEPARTMENT OF STATE DIVISION OF ELECTIONS
CAMPAIGN TREASURER'S REPORT SUMMARY**

(1) William 'Bill' Gulliford
Name
 (2) 75 Beach Avenue
Address (number and street)
Atlantic Beach, FL 32233
City, State, Zip Code

OFFICE USE ONLY
ONLINE SUBMISSION
 [1027877]
 Submitted on:
 3/18/2011 12:17:26 (eastern)

CHECK IF ADDRESS HAS CHANGED

(3) ID Number: 253

(4) Check appropriate box(es):

- Candidate (office sought): City Council District 13
- Political Committee
- Committee of Continuous Existence
- Party Executive Committee
- Electioneering Communication
- CHECK IF PC HAS DISBANDED**
- CHECK IF CCE HAS DISBANDED**
- CHECK IF NO OTHER ELECTIONEERING COMMUNICATION REPORTS WILL BE FILED**

(5) REPORT IDENTIFIERS

Cover Period: From 2/26/2011 To 3/17/2011 / Report Type F3

Original Amendment Special Election Report Independent Expenditure Report

(6) CONTRIBUTIONS THIS REPORT

Cash & Checks	\$	<u>4,820.00</u>
Loans	\$	<u>0.00</u>
Total Monetary	\$	<u>4,820.00</u>
In-Kind	\$	<u>814.41</u>

(7) EXPENDITURES THIS REPORT

Monetary Expenditures	\$	<u>19,920.14</u>
Transfers to Office Account	\$	<u>0.00</u>
Total Monetary	\$	<u>19,920.14</u>

(8) Other Distributions
 \$ 0.00

(9) TOTAL Monetary Contributions To Date
 \$ 47,950.00

(10) TOTAL Monetary Expenditures To Date
 \$ 43,997.78

(11) CERTIFICATION

It is a first degree misdemeanor for any person to falsify a public record (ss. 839.13, F.S.)

I certify that I have examined this report and it is true, correct, and complete.

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(Type name) _____
 Individual (only for electioneering commun.) Treasurer Deputy Treasurer

(Type name) _____
 Candidate Chairperson (only for PC, PTY & electioneering commun. organization)

X _____
 Signature

X _____
 Signature

CAMPAIGN TREASURER'S REPORT – ITEMIZED CONTRIBUTIONS

(1) Name William 'Bill' Gulliford (2) I.D. Number 253
 2/26/2011 through 3/17/2011
 (3) Cover Period / / through / / (4) Page 1 of 3

(5) Date	(7) Full Name (Last, Suffix, First, Middle) Street Address & City, State, Zip Code	(8) Contributor Type Occupation		(9) Contribution Type	(10) In-kind Description	(11) Amendment	(12) Amount
(6) Sequence Number		Type	Occupation				
3/4/2011 / /	Wm 206 Timberlands LLC, 12769 Muirfield Blvd. S. Jacksonville, Fl 32225	B	timber company	CH			\$150.00
1							
3/4/2011 / /	Turner, Henry 2108 River Rd. Jacksonville, Fl 32207	I	realtor	CH			\$300.00
2							
3/7/2011 / /	NAIOP ADPAC Fund, 701 W. Adams Jacksonville, Fl 32204	B	property owners assoc.	CH			\$500.00
3							
3/14/2011 / /	Bailey, James F. 10 N. Newman St. Jacksonville, Fl 32202	I	newspaper publisher	CH			\$500.00
4							
3/2/2011 / /	Sharp, Fland O. 2910 Madrid St. Jacksonville Beach, Fl 32250	I	mayor	CH			\$250.00
5							
3/2/2011 / /	Reeves, Emily 1663 Sea Oats Dr. Atlantic Beach, Fl 32233	I		CA			\$10.00
6							
3/2/2011 / /	Stehr, Jim 1752 Sea Oats Dr. Atlantic Beach, Fl 32233	I		CA			\$50.00
7							
2/22/2011 / /	Ads-Jacksonville, LLC, 7915 Baymeadows Way #300 Jacksonville, Fl 32256	B	waste disposal	CH			\$500.00
8							

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(1) Name William 'Bill' Gulliford (2) I.D. Number 253
 2/26/2011 through 3/17/2011
 (3) Cover Period / / through / / (4) Page 2 of 3

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(6) Sequence Number						
3/2/2011 / /	NAVIGY, Inc., 4800 Deerwood Campus Pkwy. Jacksonville, Fl 32246	I health care	CH			\$500.00
9						
3/11/2011 / /	Gerald Dake & Assoc., 13617 Atlantic Blvd. Jacksonville, fL 32225	I real estate	CH			\$250.00
10						
3/17/2011 / /	Chappell, William A. 2308 Mills Ct. Jacksonville, Fl 32216	I	CH			\$10.00
11						
3/17/2011 / /	Martin, Ramond D. 2263 Barefoot Trce. Atlantic Beach, Fl 32233	I	CH			\$50.00
12						
3/17/2011 / /	Krismanth, Kenneth J. 13065 Fiddlers Creek Rd S. Jacksonville, Fl 32224	I managing member	CH			\$500.00
13						
3/17/2011 / /	Advocates for Business Growth, 1301 Riverplace Blvd. #1500 Jacksonville, Fl 32207	B c.c.e.	CH			\$500.00
14						
3/15/2011 / /	The Fiorentino Group, 31 W. Adams St. #204 Jacksonville, Fl 32202	B business developmen t	CH			\$250.00
15						
3/17/2011 / /	EverBank Financial Corp., P.O. Box 40766 Jacksonville, Fl 32203	B banking	CH			\$500.00
16						

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 2/26/2011 through 3/17/2011
(3) Cover Period / / through / / **(4) Page** 3 of 3

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(6) Sequence Number		Type	Occupation				
3/13/2011 / /	Jax Assoc.of Fire Fighters, 625 Stockton St. Jacksonville, Fl 32204	B	fire fighters assoc.	IK	food for party		\$164.41
17							
3/13/2011 / /	Chestnut, Scott 210 22nd Ave. Jacksonville Beach, Fl 32250	I	graphic artist	IK	graphic art work		\$400.00
18							
3/13/2011 / /	Knopp, Jack 1630 Arrowhead Trail Neptune Beach, Fl 32266	I	photograph er	IK	photograph s		\$250.00
19							
/ /							
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CAMPAIGN TREASURER'S REPORT – ITEMIZED EXPENDITURES

(1) Name William 'Bill' Gulliford

(2) I.D. Number 253

(3) Cover Period 2/26/2011 through 3/17/2011

(4) Page 1 of 2

(5) Date	(7) Full Name (Last, Suffix, First, Middle) Street Address & City, State, Zip Code	(8) Purpose (add office sought if contribution to a candidate)	(9) Expenditure Type	(10) Amendment	(11) Amount
(6) Sequence Number					
3/14/2011 //	Direct Mail Systems, 12450 Automobile Blvd. Clearwater, Fl 33762	direct mail	MO		\$7,215.76
1					
3/9/2011 //	Parker, Durham 635 Florida Blvd. Jacksonville Beach, Fl 32266	re-imbusement for fuel & supplies	MO		\$151.12
2					
3/9/2011 //	Atlantic Beach, 800 Seminole Rd. Atlantic Beach, Fl 32233	permit	MO		\$26.75
3					
3/9/2011 //	Tucker, Wade 1650 Leeward Lane Neptune Beach, Fl 32266	reimburse - fuel, sign parts	MO		\$205.00
4					
3/9/2011 //	Direct Mail Systems, 12450 Automobile Blvd. Clearwater, Fl 33762	direct mail	MO		\$685.64
5					
3/6/2011 //	The Beaches Leader, 1114 Beach Blvd. Jacksonville Beach, Fl 32250	advertising	MO		\$1,586.66
6					
3/6/2011 //	The Fl. Times Union, One Riverside Avenue Jacksonville, Fl 32207	advertising	MO		\$650.00
7					
3/15/2011 //	Direct Mail Systems, 12450 Automobile Blvd. Clearwater, Fl 33762	direct mail	MO		\$7,568.51
8					

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(4) Page 2 of 2

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(6) Sequence Number					
3/4/2011 //	Office Max, 8801 Southside Blvd. Jacksonville, Fl 32256	office supplies	MO		\$24.61
9					
3/7/2011 //	Office Depot, 11824 Atlantic Blvd. Jacksonville, Fl	office supplies	MO		\$9.41
10					
3/9/2011 //	The Beaches Leader, 1114 Beach Blvd. Jacksonville Beach, Fl	advertising	MO		\$755.55
11					
3/11/2011 //	The Fl. Times Union, One Riverside Ave. Jacksonville, Fl 32207	advertising	MO		\$325.00
12					
3/12/2011 //	Publix , 630 Atlantic Blvd. Neptune Beach, Fl 32266	party supplies	MO		\$41.57
13					
3/12/2011 //	Publix, 630 Atlantic Blvd. Neptune Beach, Fl 32266	party supplies	MO		\$41.40
14					
3/14/2011 //	Martinez Advertising Grp., 508 3rd Street So. Jacksonville Beach, Fl 32250	printing	MO		\$308.16
15					
3/17/2011 //	The Fl. Times Union, One Riverside Ave. Jacksonville, Fl 32207	advertising	MO		\$325.00
16					